

Amendments to the Claims:

This listing of claims will replace all prior versions, and listing, of claims in the application:

Listing of Claims:

Claim 1 (canceled)

Claim 2 (previously presented): The method as recited in claim 20, wherein the discount price list is a variable discount price list that tracks a known standard pharmaceutical price list.

Claim 3 (previously presented): The method as recited in claim 20, wherein the membership fee is paid by the individual.

Claim 4 (previously presented): The method as recited in claim 20, wherein the membership fee is paid by the individual's employer.

Claim 5 (previously presented): The method as recited in claim 20, wherein the membership fee is paid by the individual's business.

Claim 6 (previously presented): The method as recited in claim 20, wherein the membership fee is a renewal fee.

Claim 7 (previously presented): The method as recited in claim 20, wherein the member includes his/her family in the pharmaceutical benefit program.

Claims 8-9 (canceled)

Claim 10 (previously presented): The method as recited in claim 20, wherein the basic listings are provided to pharmaceutical companies free of charge.

Claim 11 (previously presented): The method as recited in claim 20, wherein the premium listings are provided to pharmaceutical companies upon payment of a premium listing fee.

Claim 12 (previously presented): The method as recited in claim 20, wherein the premium listings include a link to a customizable web page for the pharmaceutical company that is accessible via a global telecommunications network.

Claim 13 (previously presented): The method as recited in claim 20, wherein the premium listings include a link to the pharmaceutical company's web site.

Claim 14 (previously presented): The method as recited in claim 20, wherein the premium listings are customized for each pharmaceutical company.

Claim 15 (previously presented): The method as recited in claim 20, wherein the discount price list and the pharmaceutical listing is accessible via a global telecommunications network.

Claim 16 (previously presented): The method as recited in claim 20, wherein the discount price list and the pharmaceutical listing are searchable by the members using one or more search criteria.

Claim 17 (previously presented): The method as recited in claim 20, further comprising the step of providing one or more advertisements by the pharmacy benefit manager to the members.

Claim 18 (previously presented): The method as recited in claim 17, wherein an advertiser pays the pharmacy benefit manager an advertising fee to provide the advertisements to the members.

Claim 19 (previously presented): The method as recited in claim 18, wherein the advertisement provided to a member is based on one or more search criteria used to search the pharmaceutical listing.

Claim 20 (currently amended): A method for providing a pharmaceutical benefit program comprising the steps of:

receiving a membership fee from one or more individuals to become members of the pharmaceutical benefit program; ~~and~~

obtaining information from one or more pharmaceutical companies that have joined the pharmaceutical benefit program;

providing a pharmaceutical listing for the pharmaceuticals based on the obtained information, wherein the pharmaceutical listing is accessible by the members via a global telecommunications network, comprises basic listings and premium listings for the pharmaceutical companies, and is searchable by the members using one or more search criteria comprising a geographic area or a pharmaceutical provided by the pharmaceutical companies; and

providing a discount price list ~~and a pharmaceutical listing~~ to the members via the global telecommunications network, wherein the discount price list comprises published rates for the pharmaceuticals provided by the pharmaceutical companies for two or more geographic areas and each member can only access the published rates for the geographic area associated with the member, and the discount price list ~~that~~ regulates the cost of pharmaceuticals provided to the members by a pharmacy benefit manager such that the members pay the pharmacy benefit manager in-full directly for any pharmaceuticals

provided to the members based on the discount price list, ~~and wherein the pharmaceutical listing comprises basic listings and premium listings for the pharmaceuticals.~~

Claim 21 (currently amended): A computer program embodied on a computer readable medium executable by a server for providing a pharmaceutical benefit program comprising:

a code segment for receiving a membership fee from one or more individuals to become members of the pharmaceutical benefit program; ~~and~~

a code segment for obtaining information from one or more pharmaceutical companies that have joined the pharmaceutical benefit program;

a code segment for providing a pharmaceutical listing for the pharmaceuticals based on the obtained information, wherein the pharmaceutical listing is accessible by the members via a global telecommunications network, comprises basic listings and premium listings for the pharmaceutical companies, and is searchable by the members using one or more search criteria comprising a geographic area or a pharmaceutical provided by the pharmaceutical companies; and

a code segment for providing a discount price list ~~and a pharmaceutical listing~~ to the members via the global telecommunications network, wherein the discount price list comprises published rates for the pharmaceuticals provided by the pharmaceutical companies for two or more geographic areas and each member can only access the published rates for the geographic area associated with the member, and the discount price list ~~that~~ regulates the cost of pharmaceuticals provided to the members by a pharmacy benefit manager such that the members pay the pharmacy benefit manager in-full directly for any pharmaceuticals provided to the members based on the discount price list, ~~and wherein the pharmaceutical listing comprises basic listings and premium listings for the pharmaceuticals.~~

Claim 22 (currently amended): An apparatus for providing a pharmaceutical benefit program comprising:

a server;

one or more storage devices communicably coupled to the server, the one or more data storage devices containing a discount price list ~~and a pharmaceutical listing~~ to the members via a global telecommunications network, wherein the discount price list comprises published rates for the pharmaceuticals provided by the pharmaceutical companies for two or more geographic areas and each member can only access the published rates for the geographic area associated with the member, and the discount price list that regulates the cost of pharmaceuticals provided to the members by a pharmacy benefit manager such that the members pay the pharmacy benefit manager in-full directly for any pharmaceuticals provided to the members based on the discount price list, and wherein the pharmaceutical listing comprises basic listings and premium listings for the pharmaceuticals;

a communications interface communicably coupled to the server that allows a member to access the discount price list and a pharmaceutical listing, wherein the pharmaceutical listing comprises basic listings and premium listings for the pharmaceutical companies, and is searchable by the members using one or more search criteria comprising a geographic area or a pharmaceutical provided by the pharmaceutical companies; and

wherein the member is an individual that has paid a membership fee to join the pharmaceutical benefit program.

Claim 23 (currently amended): ~~A direct point-of-sale system comprising~~ The apparatus of claim 22, wherein:

the pharmaceutical benefit program comprises a network of ~~one~~ two or more pharmacies;

~~one or more customers having access to the network of one or more pharmacies;~~

the discount price list comprises a variable discount drug price list ~~web site on a global telecommunications network that tracks a known standard drug price list that regulates the price of drugs to the customers by the pharmacies and wherein the customer~~

~~pays the network of pharmacies in full directly for drugs on the variable discount price list;~~ and

~~a basic or a premium drug price listing on the variable discount drug price list web site,~~ wherein the premium drug price listing provides a link to a separate page about the drug.

Claim 24 (currently amended): The ~~direct point of sale system~~ apparatus of claim 23, the separate page about the drug is defined further as being a link to the web site on a global telecommunications network of the drug company.

Claim 25 (currently amended) The ~~direct point of sale system~~ apparatus of claim 23, wherein the separate page about the drug is defined further as an advertisement for that specific drug.

Claim 26 (currently amended): The ~~direct point of sale system~~ apparatus of claim 23, the separate page about the drug is defined further as a web page with several drugs advertised by a single manufacturer.

Claim 27 (currently amended): The ~~direct point of sale system~~ apparatus of claim 23, wherein the basic and premium listings comprises a drug name, drug strength and a price.